

## ORDER



Orders	Order / Rev:	106970	Primary AE:	Amy McCreary
	Alt Order #:	06855644	Sales Office:	BLPHI
	Product Desc:	BERKLEY FOR SENATE	Sales Region:	National
	Estimate:	30S		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	09/24/12 / 09/26/12		
	Order Type:	GENERAL		
Agency	Name:	Shorr Johnson Magnus		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	Berkley, Shelley for Senate		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	60	\$37,300.00	\$31,705.00		September 2012	60	\$37,300.00	\$31,705.00	0.00
10/01/12	10/01/12	13	\$9,100.00	\$7,735.00		October 2012	13	\$9,100.00	\$7,735.00	0.00
					Totals		73	\$46,400.00	\$39,440.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Amy McCreary Start Of Order - End Of Order 100%

Order Share	Share	Total
KSNV	17%	\$46,400.00
Market	100%	\$272,941.18

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	37%	\$100,988.24
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$62,776.47
KTUD	0%	\$0.00
KVVU	20%	\$54,588.24
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,188.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	09/28/12	Wake Up Early w/ Wagner	430a-5a		-TWT---	:30	4	\$50.003	0.00	NM	4	\$200.00	

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
------------	----------	----------	------------	------	--------

Order / Rev: 106970  
Alt Order #: 06855644  
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSJV

Order / Rev: 106970  
Alt Order #: 06855644  
Flight Dates: 09/25/12 - 10/01/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSJV



Order / Rev: 106970  
 Alt Order #: 06855644  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 46	KSNV	09/30/12	09/30/12	News 3 Sunrise - SUNDAY		6a-7a	-----S	:30	1	\$325.001	0.00	NM		1	\$325.00											
News 3 Sunrise SUNDAY																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>-----S</td> <td>1</td> <td>\$325.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	-----S	1	\$325.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	1	\$325.00	0.00																					
E 47	KSNV	09/30/12	09/30/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.001	0.00	NM		1	\$625.00											
Sunday Today																										
SUN TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/24/12</td> <td>09/30/12</td> <td>-----S</td> <td>1</td> <td>\$625.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/24/12	09/30/12	-----S	1	\$625.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	-----S	1	\$625.00	0.00																					
													Totals	73	\$46,400.00											